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[Continued on next page]

(54) Title: SYSTEM AND METHOD FOR LINKING ONLINE RESOURCES TO PRINT MEDIA AND AUTHORING TOOL FOR SAME
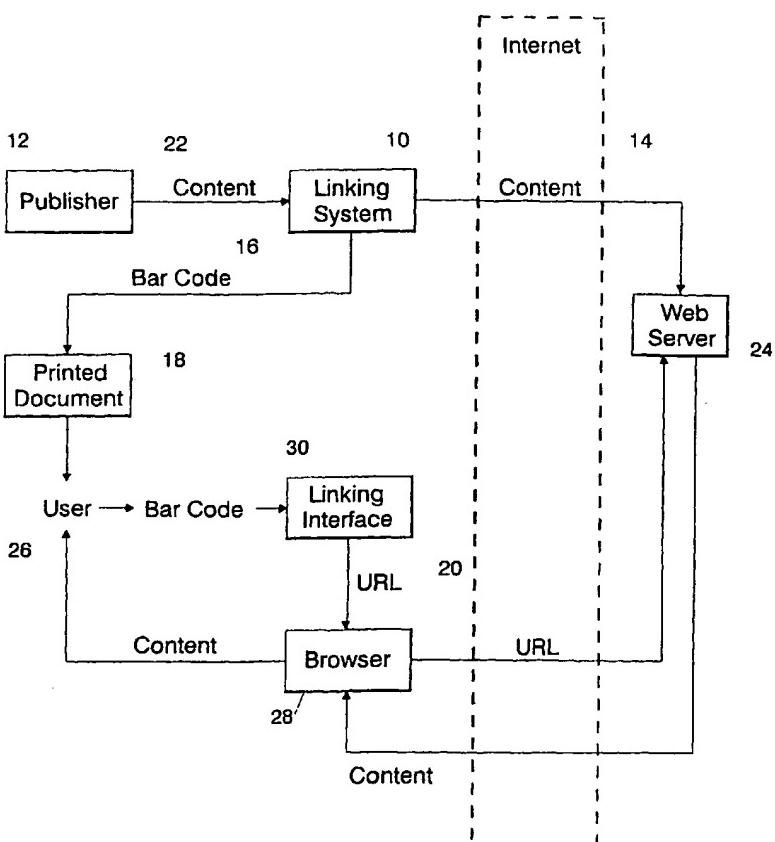
(57) Abstract: A network-based system and method permit a publisher (12) to generate and encode content to be readily accessed by codes (16) or indicia, such as bar codes, and which may be associated with advertising related to the content via the codes. The system supports composer, reader, discovery, and static web page interfaces for permitting users (26) to act as publishers (12), readers, or browsers (28), using the codes for efficient and rapid access of content.

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(54) Title: METHOD AND APPARATUS FOR ESTABLISHING CONNECTION TO A REMOTE LOCATION ON A COMPUTER NETWORK
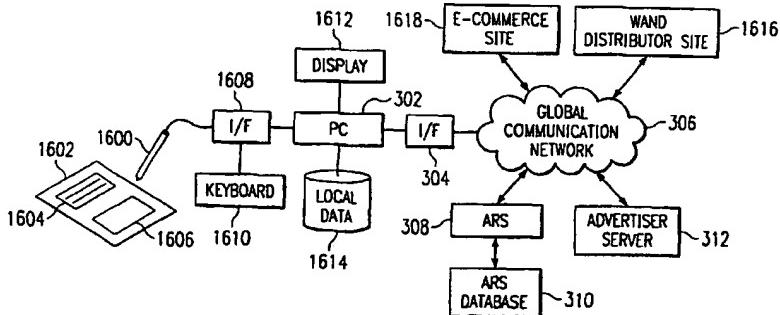
(57) Abstract: A method for establishing a connection between a user (302) and a remote location (312) on a computer network (306) is provided, including multiple embodiments. A web browser may be opened and launched in response to an audible signal (111) received at the user location. The web browser automatically retrieves and displays information associated with the received audio signal from a remote site. A bar code (1606) which has no embedded routing information may be scanned to extract bar code information (1802). The bar code information is then utilized to obtain routing information (2102) which directs a user to the remote location. A web browser may be launched by a non-browser input which is correlated to simulate a predetermined browser input. The web browser automatically retrieves and displays information from the remote site. A unique code which has no embedded routing information may be received at the user location. Network routing information is then associated with the unique information and utilized to direct a user to the remote location. An existing machine-readable code on a product may be scanned to extract a product code embedded therein which includes no routing information. The code is then associated with routing information to direct a user to the remote location. A product code having product information is disposed in close association with the subject product. The product information is then extracted from the code and network routing information is associated with the product information. A tool (1600) having a unique ID (1804) is utilized in conjunction with a user computer. In response to utilizing the tool, the user is connected to a remote location associated with the unique ID of the tool.

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(84) Designated States *(regional)*: ARIPO patent (GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TG).

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(54) Title: METHOD AND APPARATUS FOR COMPLETING, SECURING AND CONDUCTING AN E-COMMERCE TRANSACTION
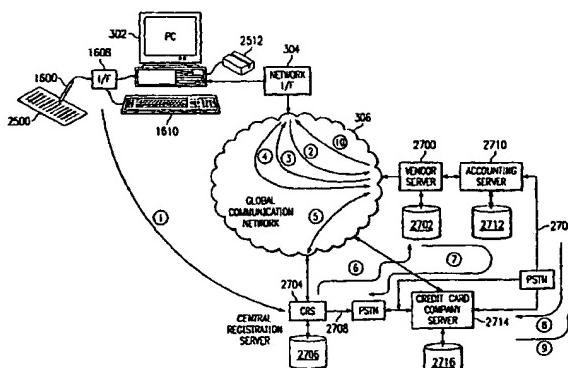
(57) **Abstract:** A method of conducting an on-line transaction. A user at a PC (302) of a first location completes a profile information sheet and transmits it across a secure network (2708) to a central registration server (2704) at a second location also disposed on the network (306). The central registration server (2704) transmits a unique bar code and associated unique ID back to the user PC (302) at the first location, in response to the user sending the completed profile information sheet to the registration server (2704). When the user accesses a vendor server (2700) disposed on the network (306) for the purchase of products and/or services, the user transmits the bar code to the vendor server (2700) when prompted to complete a vendor payment form. The vendor server (2700) sends the bar code to the central registration server (2704) where the bar code is matched to the user profile information. The profile information is returned to the vendor server (2700) and automatically inserted into the vendor payment form. The vendor server then processes the transaction according to the credit information provided. Some or all fields of the vendor payment form are inserted with encoded information depending upon the user selecting a standard or invisible mode of payment, respectively. The payment form is then presented to the user at the user PC (302) for acceptance or rejection of the transaction.

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(74) Agents: HOWISON, Gregory, M. et al.; Howison, Chauza, Handley & Arnott, L.L.P., P.O. Box 741715, Dallas, TX 75374-1715 (US).

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(84) Designated States (regional): ARIPO patent (GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TG).

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For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

(54) Title: METHOD AND APPARATUS FOR ACCESSING A REMOTE LOCATION BY SCANNING AN OPTICAL CODE
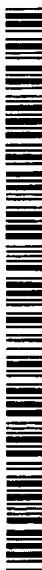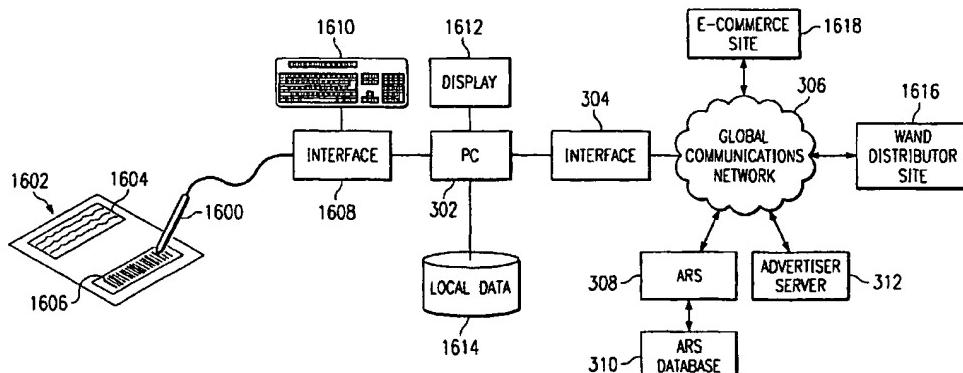
(57) Abstract: A method for controlling a computer is disclosed wherein one or more remote locations disposed on a network are accessed in response to scanning an optical code. A first computer disposed on the network connects to a scanner for scanning the optical code of a product by a user. The scanner is uniquely identified with a scanner distributor by a scanner identification number. A second computer disposed on the network is accessed in response to the user scanning the optical code with the scanner, wherein a lookup operation is performed at the second computer to match the scanner identification number with the scanner distributor to obtain remote routing information of the one or remote locations. The remote routing information is returned from the second computer to the first computer in order to access the one or more remote locations disposed on the network. The one or more remote locations are accessed to return remote information to the first computer for presentation.

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